

# Beta Testing: Succeed or Die

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# Beta testing drove Knights & Dragons from unprofitable to Top 10 grossing



# Knights & Dragons



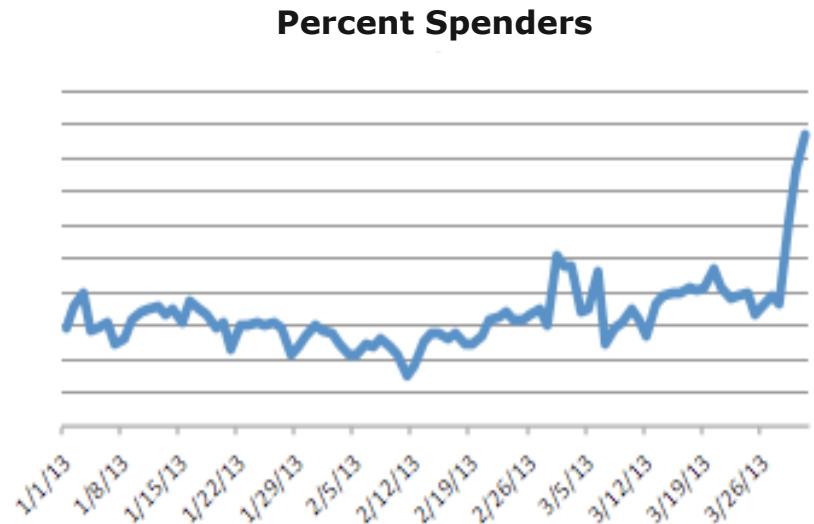
- Casual RPG developed in collaboration with IUGO Mobile Entertainment
- Top 10 Grossing on iOS and Top 5 on Android
- #1 Free RPG in 20+ countries on iOS
- Over \$4M/month revenue on iOS & Android combined

# Agenda

- A New Model for Beta Testing
- Choose Your Test Markets
- Set Disciplined Targets
- Tracking for Success
- Make Data Informed Decisions
- Test Early, Test Often
- How to Spot a Cheater

# A New Model for Beta Testing

# Do more than fix bugs: You have real players & real payers



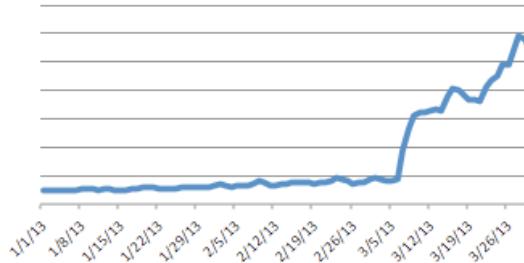
# Beta testing is metrics driven

A sample of key metrics tracked daily

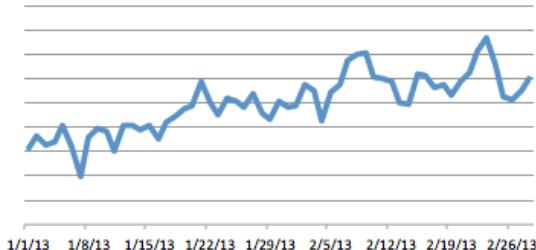
**1 Day Retention**



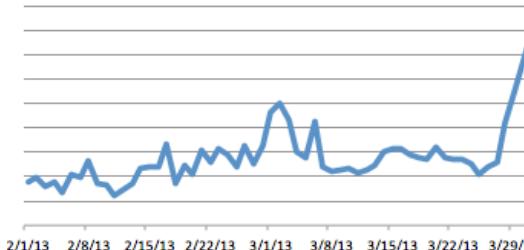
**DAU**



**4 Week Retention**

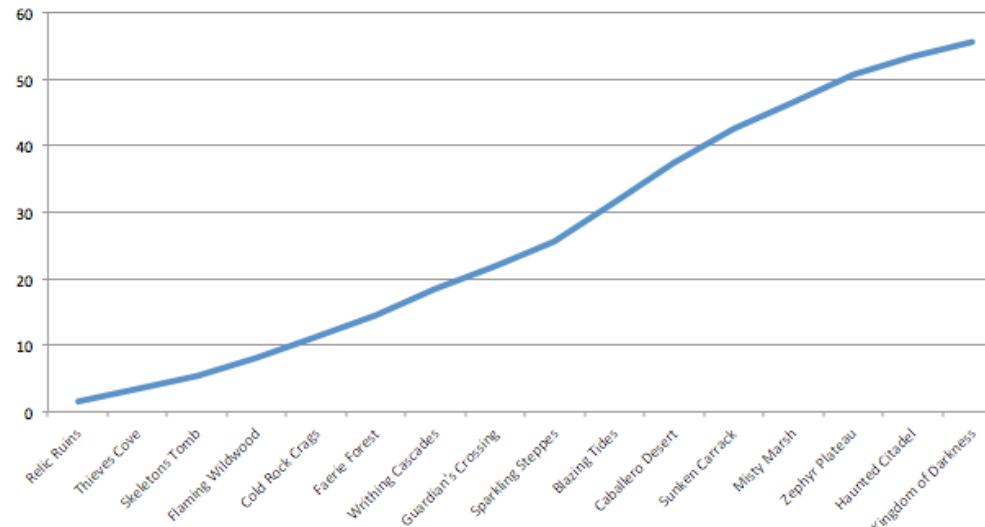


**ARPDAU**



# Improve game balance on the fly

Stage Completion by Player Days



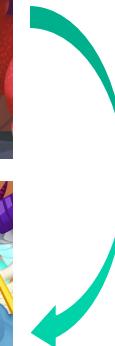
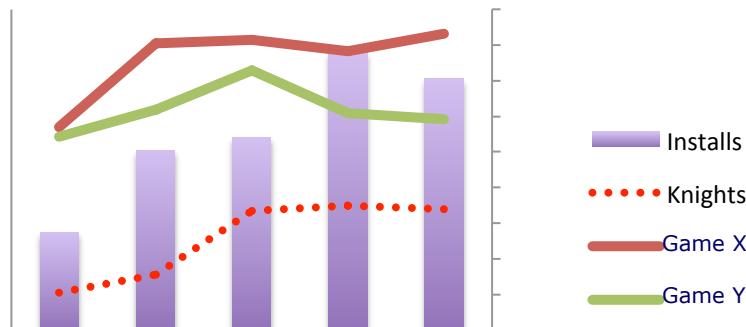
**Server side updates allow for rapid game balance adjustment without submitting new builds to Apple/Google**

# Test new features, content & events



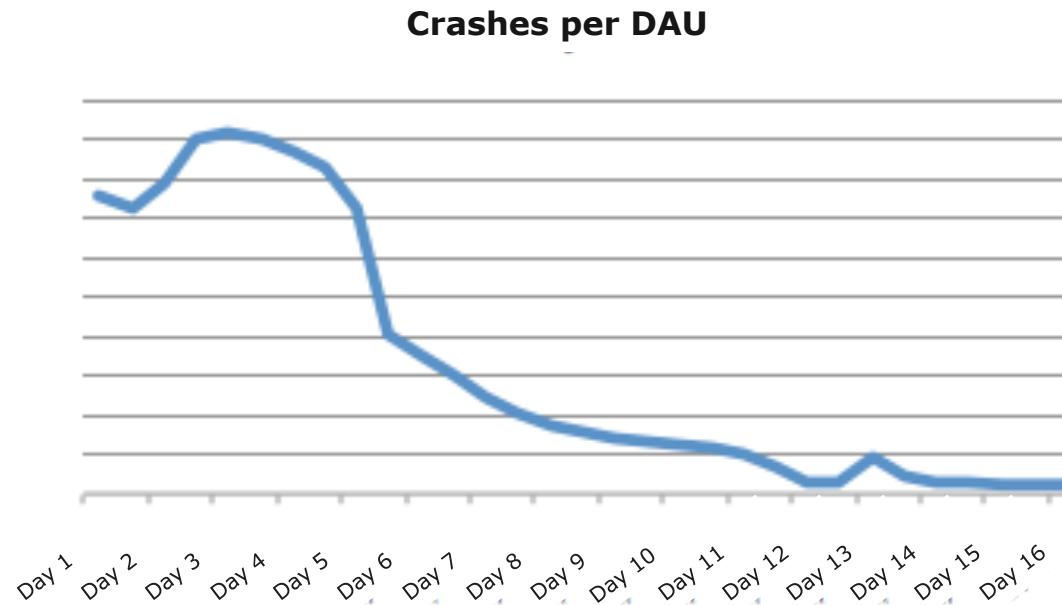
# Optimize your marketing

AdParlor CVR



Network 1 CVR: +38%  
Network 2 CVR: +19%

# Your players make great QA testers



**Automated crash reporting allows for easier bug detection and stability improvements**

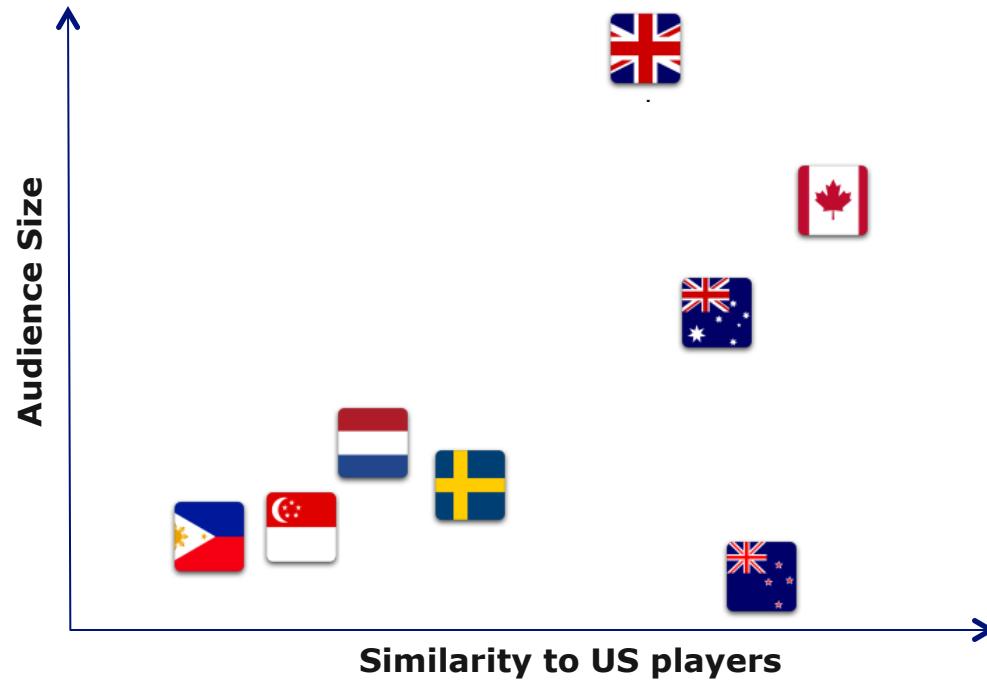
# A New Model for Beta Testing

- Not just bug fixing
- Real players, real payers
- Balance your game on the fly
- Test content & features
- Measure the impact of events
- Optimize for marketing
- Players make the best QA testers



# Choose Your Test Markets

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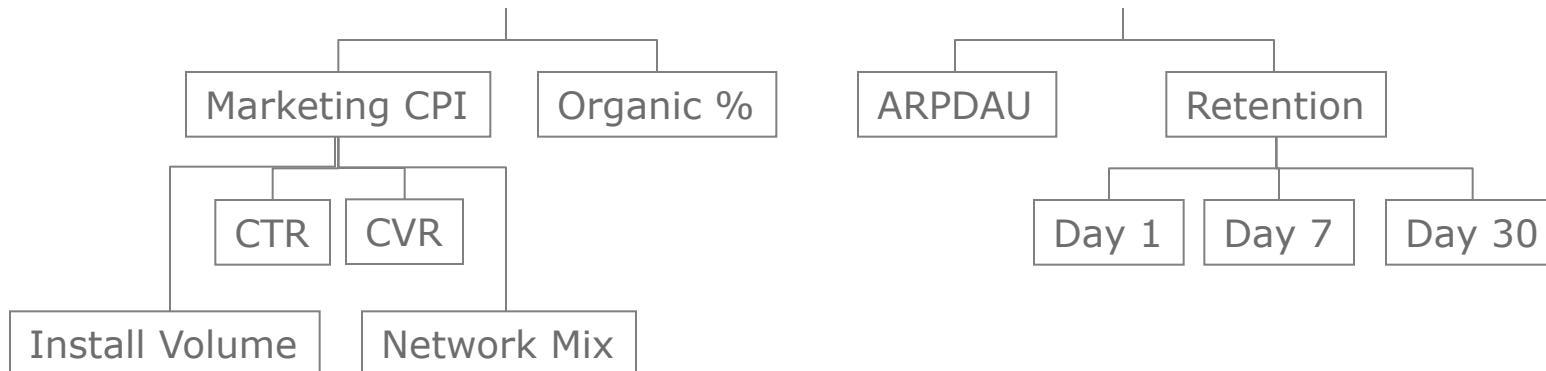
# Choose Your Test Markets

- Choose representative markets
- More markets means more users
- Prepare ahead of time
- You're not as stealthy as you think you are

# Set Disciplined Targets

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**eCPI < LTV**



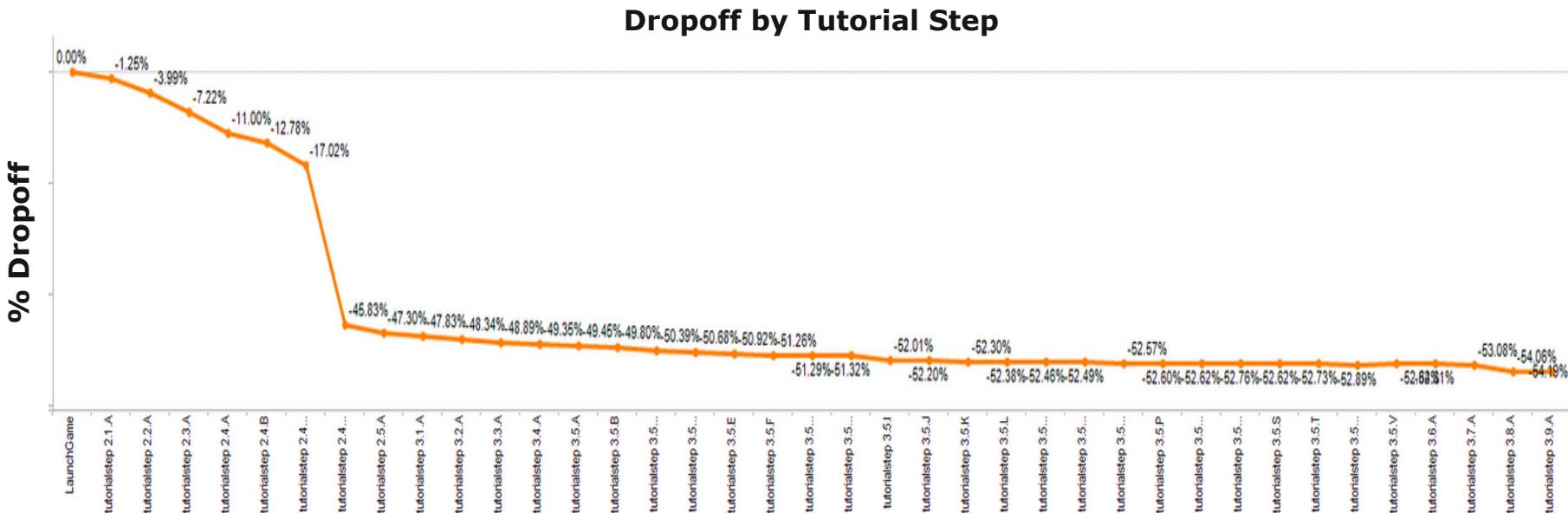
# Set Disciplined Targets

- LTV is king
- eCPI will make or break you
- Work within a defined timeframe
- Kill if you can't hit breakeven\*
- No, really, kill if you can't hit breakeven

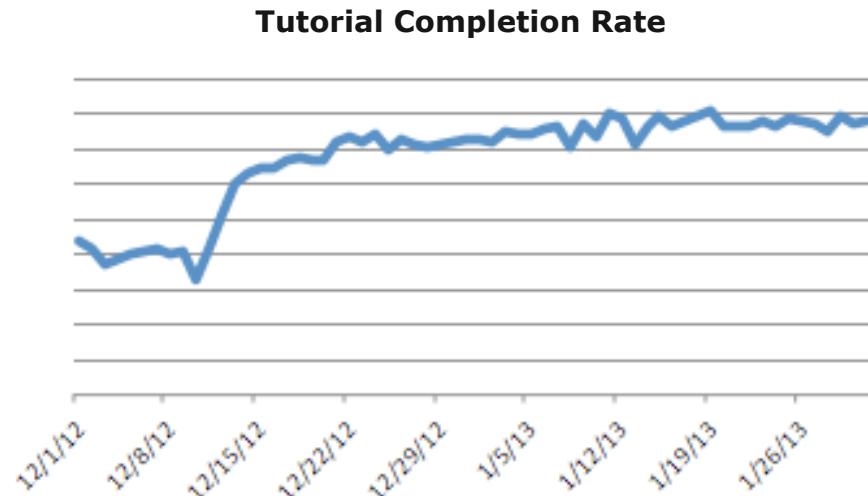
\*within your budgeted timeframe

# Tracking for Success

# Improve tutorial completion rate via funnel tracking & optimization



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**Dramatic improvements in Tutorial Completion Rate following tutorial funnel analysis**

# Tracking for Success

- No tracking, no launch
- Funnels are your friend
- Arm yourself for server-side game balancing

# Make Data-Informed Decisions

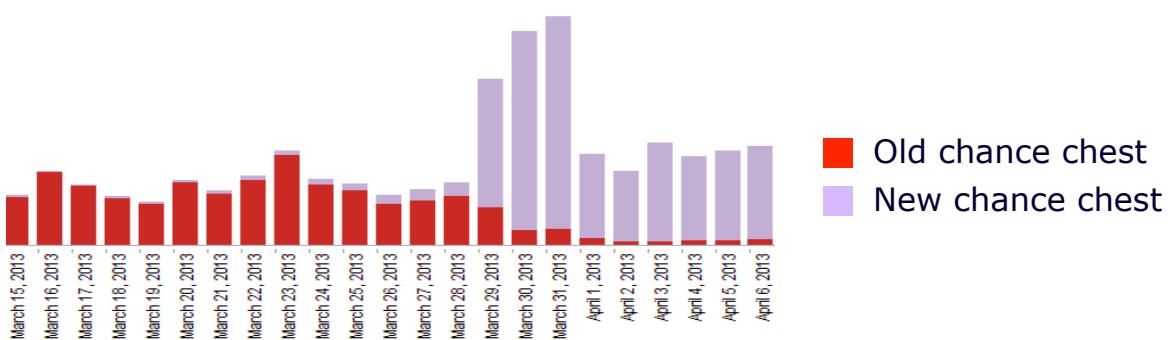
# Chance chest system underperforming



**Revamped to better surface rewards, improve odds, allow multiple purchases, and accommodate special promotions**

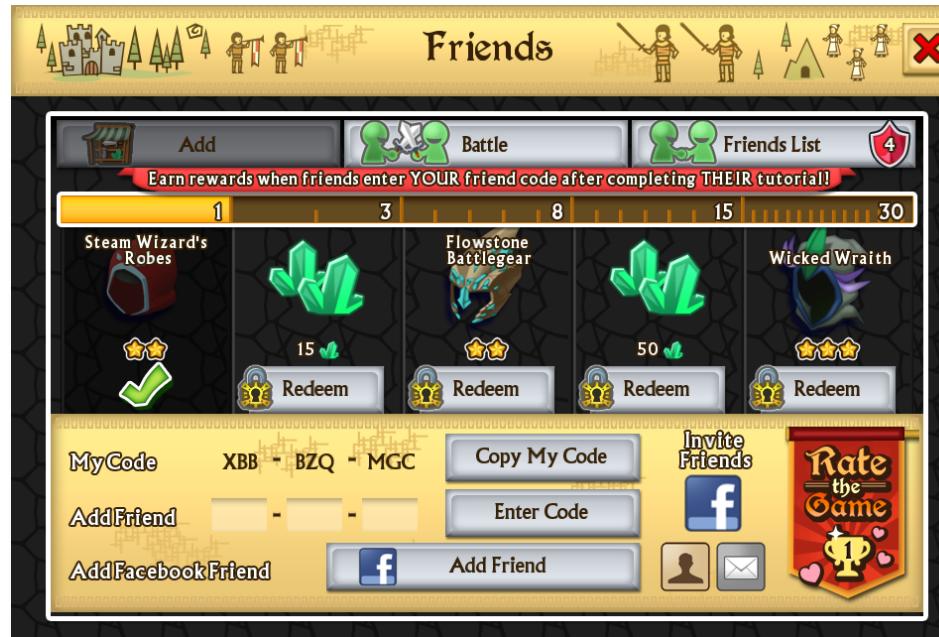
# Improved ARPDAU through system revamp

**Hard Currency Spend by Feature (total)**



**New chance chest system drove elevated baseline spending as well as higher event-driven spending**

# Generate creative solutions



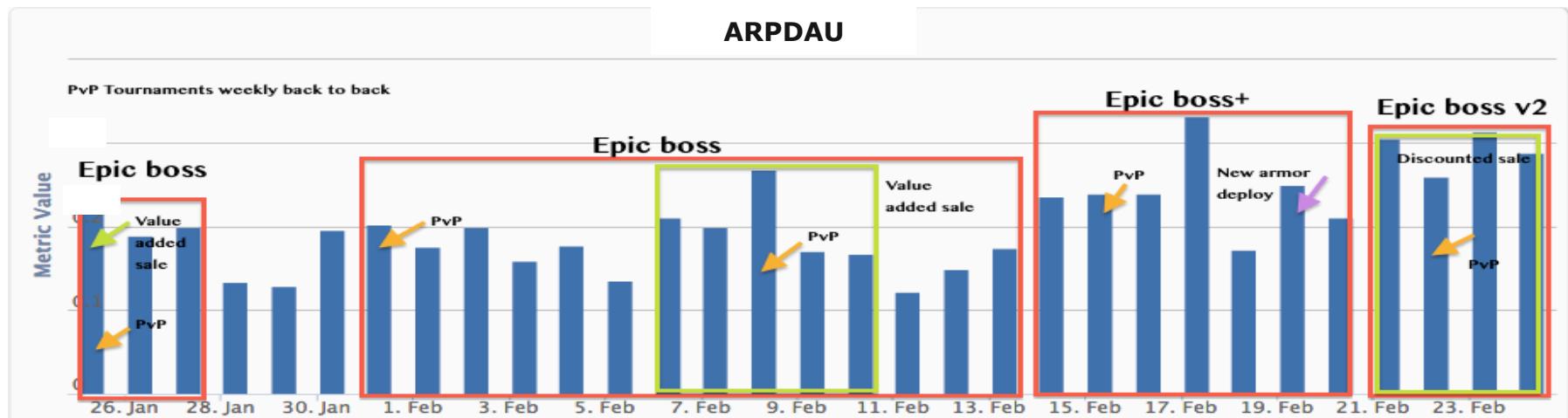
**Problem: need to reduce eCPI. Solution: implement friend referral program to increase organic % of installs**

# Make Data-Informed Decisions

- Identify the opportunity
- Prioritize your resources
- Launch and iterate rapidly

# Test Early, Test Often

# Gather as many data points as possible



Tested multiple types of events, duration, frequency, and balance

# Optimize your marketing assets

Target: +40%	Knights & Dragons CVR	Icons
Week 1 Jan	baseline	
Week 2 Jan	+2%	
Week 3 Jan	+7%	
Week 4 Jan	+13%	
Week 1 Feb	+9%	
Week 2 Feb	+49%	
Week 3 Feb	+38%	
Week 4 Feb	+44%	

New icons drove CVR improvements, leading to reduced eCPI

# Test Early, Test Often

- Every data point is a good data point
- Lead on Android to move faster\*
- Test your events and promotions
- Optimize your marketing assets
- Don't be afraid to upset Canadians

\*when appropriate

# How to Spot a Cheater

# Cheaters are rarely subtle



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# How to Spot a Cheater

- Cheaters are rarely subtle
- Protect the obvious data
- Go undercover
- Detection over prevention

# Key Takeaways

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- Create a Beta test plan with measurable goals
- Choose test markets that match Beta goals
- Track key metrics and test rapidly
- Make data-informed decisions
- Optimize both product and marketing
- Don't be afraid to kill

Questions?  
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